

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A fixture for raising, lowering, and supporting a banner ~~or the like~~ on the side of a multi-story or tall single storied building, comprising:

a U-shaped bracket having a pair of generally planar, parallel, legs joined by a generally planar bight adapted to engage a vertical parapet or horizontal overhang at the top of the building;

adjustable clamp members adapted to retain the bracket on the building ~~member~~;

a motor driven winch supported on the bracket and adapted to engage the end of a cable attached to the banner so that upon powering of the winch the banner is raised or lowered as cable is arranged and is reeled from the winch; and

a remote control member for the winch motor.

2. (Currently Amended) The fixture of claim 1 in which the remote control is wirelessly connected to the winch motor. [[:]]

3. (Original) The fixture of claim 1 in which the remote control is wired to the winch motor.

4. (Original) The fixture of claim 1 further including electric lamps supported on the bracket in the direction of the banner so as to illuminate the banner supported by the bracket.